

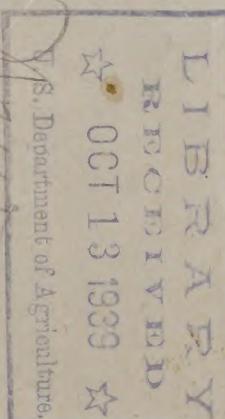
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PLEASING - FASCINATING - INTERESTING

1940



# THINGS BEAUTIFUL

for the

## INDOORS

H. P. Gopell

U. S. Dept. of Agriculture

Washington,

D. C.

LOVELAND GOLDFISH FARM  
JOE JOHANNIGMAN, JR.  
LOVELAND, OHIO



# A NEW NOTE IN HOME DECORATIONS



Decorative Plants as described above—  
Back Row: CT-12; CT-11; CT-8; CT-2; CT-9; CT-10; CT-17; CT-1; CT-5; Middle row: CT-4; CT-14; CT-6;  
Front row: CT-3; CT-15; CT-13; CT-16; CT-17.

These cheerful Cactus Plants can be easily arranged in a glass garden (as illustrated), if desired. Good light, very little water, and this colorful little garden is yours to enjoy all the winter months. For window sill plants there is nothing that holds up better than this type plant. Many are quite unique and present an entirely unexpected interest in the window garden. They are excellent planted in either the common clay pots, or in the fancy pottery we like so well.

Here is a grouping of (CT Series) the different type plants that are suitable for a "Cactus Terrarium". There are wonderful possibilities with these plants for arrangements, of naturalistic desert ideas. CT-1 *Aloe-Gasteria*—A hybrid that combines the pleasing qualities of both plants. Spotted with tiny white dots, it has all the appearance of the graceful aloes. 25¢ each.

CT-2 *Aloe Nobilis*—The most popular of the aloes. A handsome green rosette, compact plant, dotted with harmless short spines. 25¢ each.

CT-3 *Haworthia, Cymbiformis*—A low growing rosette of light green fleshy leaves with translucent streaks on the upper surface, sometimes for this reason known as the "Window Plant." 35¢ each.

CT-4 *Haworthia Coarctata*—Dark green pointed leaves forming a dense column shaped rosette. Tiny white bloom on a long wiry stem. Small growing plant. 25¢ each.

CT-5 *Nyctocereus Serpentinus*—A very tall, slender, night flowering, Mexican cactus, densely covered with silver gray spines, reddish at the growing tip. Has three inch white flowers. 25¢ each.

CT-6 *Opuntia Cristata*—"Boxing Glove Cactus." When small appearing like to any *Opuntia*, but as it grows older, it assumes queer and grotesque shapes. 25¢ each.

CT-7 *Echinocereus Reichenbrachii*—One of the barrel cactus. It reaches a height of five to seven inches in no time. One of the more free flowering varieties. 25¢ each.

CT-8 *Opuntia Rufida*—A sister to the *microdasys*, with rounder pads, and reddish brown tufts of spines. 25¢ each.

Copyright, 1939, by Joe Johanneman, Jr.

## Collections

No. 1—Consisting of five plants, one each *Aloe*, *Haworthia*, *Euphorbia*, *Opuntia*, and *Cereus*. 5 plants for only

**\$1.00**  
Prepaid

No. 2—Consisting of ten plants, two each of the above named species of plants. 10 plants for only

**\$1.75**  
Prepaid

No. 3—Consisting of one each as illustrated in picture on left and above in terrarium form. Seventeen plants, all different. 17 plants for only

**\$2.75**  
Prepaid

## THINGS HORTICULTURAL

CT-9 *Opuntia Microdasys*—Common name "Bunnies Ear" and that describes it exactly. With soft, downy stickers (which are much more vicious than they seem), it proves a favorite with everyone. 25¢ each.

CT-10 *Coraphantha Desertii*—One of those low, bushy cacti. Mexican variety with white spines, and large rose colored flowers. 35¢ each.

CT-11 *Chamaecereus Sylvesteri*—"Peanut Cactus." Branches out like a tree, from which its Latin name is taken. A small clustered variety with orange scarlet flowers, one to one and a half inches in diameter. 25¢ each.

CT-12 *Cereus Peruvianus*—Bluish green columnar cactus, four to five sided with spines at the angles. White flowers at night; a large growing variety. 25¢ each.

CT-13 *Neo-Mammillaria Applanta*—An attractive cactus, like to a pin-cushion, that has very fine white stickers on its surface. Round, and very low. 25¢ each.

CT-14 *Echinocereus Reichenbrachii*—One of the barrel cactus. It reaches a height of five to seven inches in no time. One of the more free flowering varieties. 25¢ each.

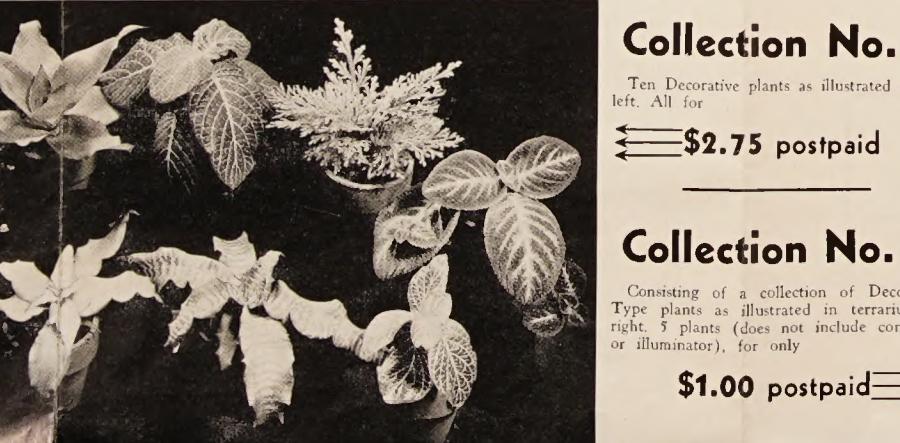
CT-15 *Coraphantha Vivipara*—One to have your pupils to observe for finding the source of the name. Also one of the low-growing varieties for the terrarium. 25¢ each.

CT-16 *Sempervivum Calcareum*—Bluish gray rosette of pointed leaves tipped with reddish purple. One of the handsomest varieties, of the "hen and chickens" 25¢ each.

CT-17 *Stapelia Variegata*—Sometimes called the "Star of Bethlehem." Has a huge flower resembling a star, but with a heavy pungent odor. Excellent for the classroom. 25¢ each.

Decorative Plants, as described above.

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These Friends are interested in your Products and would like a Copy of your Catalog.

Name .....

Street .....

City ..... State .....

Name .....

Street .....

City ..... State .....

## HOW TO ORDER

**REMITTANCE** should be made by Post Office or Express Money Order, Bank Draft, or if more convenient to you, send your personal check.

**GOLDFISH** must be sent by express. Shipping cans, 50c extra. We ship Goldfish listed in this catalog all the year round.

**POSTAGE.** On the following items, except where noted, we pay the postage: Water Lilies, Aquarium Plants, Fish Remedies, Terrarium Plants, Aquarium Supplies, Books, Fish Foods, Scavengers and Potted Plants.

Prepaid Prices apply only to the United States. All orders from foreign countries and outlying possessions of the United States are sent Express Collect.

## GUARANTEE

We ship good stock, carefully packed. All goods are guaranteed to reach you in good condition. If package should arrive in bad order, accept shipment, examine and count on receipt and notify us at once, and if damaged notify Express Company. We do not guarantee growth, as we cannot govern conditions after planting.

**STANDARD NON-WARRANTY.** We have adopted the standard non-warranty of the Goldfish Growers Association, which is as follows: Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

# We Are Here To Give You Service

The Standard "*A Satisfied Customer*" Has Always Been Sacred With Us.



## Order Sheet

# LOVELAND GOLDFISH FARM

JOE JOHANNIGMAN, JR.

**JOE JOHANNIGMAN, JR.**

## LOVELAND, OHIO

Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Express Office \_\_\_\_\_

If Different From Post Office \_\_\_\_\_

Terms—Cash with order. No goods sent C. O. D.

**Ohio Customers only—add 3% Sales Tax, Except on  
Fish Food.**

On all orders less than \$1.00 include 10c packing charge.

**FREE** This Plant Free, with your order for \$1.00 or more.  
*NEPHTHYTIS LIBERICA*—or Trailing Arrowhead—one of the best of the newer plants for indoors—grows well in water and in soil. Illustrated on reverse side of this circular.

This Free offer expires April 1st, 1940

## JO SELECTS—

For years we have been devoting much time to growing and testing plants for Indoor Gardening in all its phases—Glass Gardens, Window Gardens, Dish Gardens, Bog Gardens.

Friends and customers visiting our gardens have expressed the wish for us to catalog these different and attractive plants, so that they might too enjoy the plants we have been here enjoying.

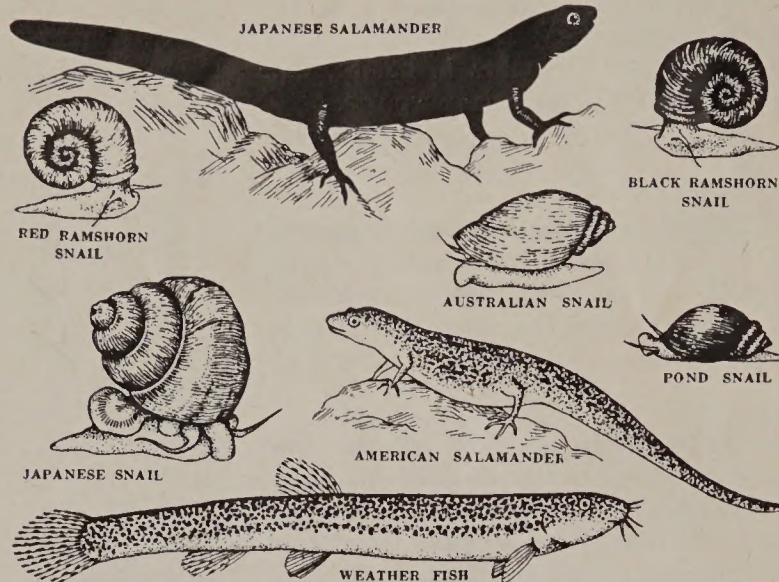
This circular on "Indoor Gardening" is the result of these requests. Only the best of the hundreds of plants we have tried out are listed. Many of them cannot be secured anywhere else.



# INTERESTING SCAVENGERS AND FISHES FOR THE AQUARIUM

In maintaining an aquatic garden you should consider the scavengers. They are necessary to eat up excess food and clean up the algae off the plants. An aquarium garden of snails alone is very interesting.

For instance, observe the life history of the ramshorn snail, starting with the egg we see that the eggs are enclosed in transparent capsules. The process of development and evolution may be watched daily.



## NEW AND UNUSUAL VARIETIES

**COLOMBIAN RAMSHORN**—(Marisa rotula) a very handsome snail, stripes alternating ivory and brown. It breeds in warm aquaria—laying bunches of large eggs at the water's edge. 35c per pair.

**FLORIDA MARBLE SNAIL** (Neritina) lays white flat eggs which are attached singly to the glass of the aquarium. 2 for 25c.

**NEW PHILLIPINE** "Horn of Plenty" of brown color—live bearing. 35c per pair.

## GOLDFISHES

**Comet Tails**—A variety with unusually long tails. These are the best known of the Goldfish.

Aquarium size, 2½ to 4 inches; singly, 15c each; \$1.00 per dozen; 50 for \$3.50; 100 for \$5.00.

**Telescopes**—An odd fish with large protruding eyes, velvety black, red or red and white coloration.

Aquarium size, 2 to 3 inches; singly, 35c each; \$3.00 per dozen.

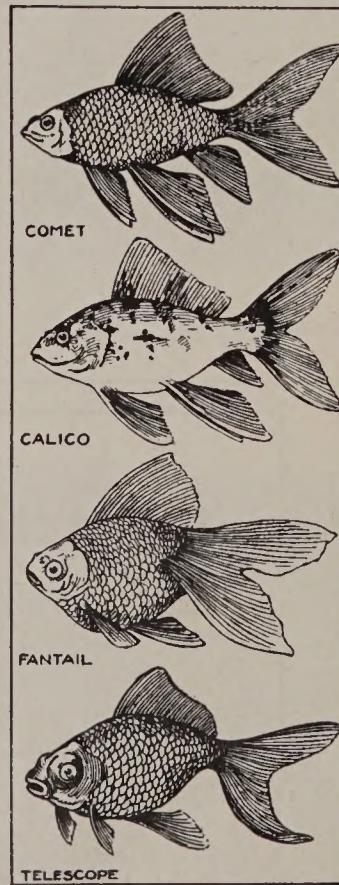
**Fantails**—These are the best of the Fancy Fishes.

Aquarium size 2 to 3 inches; singly, 25c each; \$2.00 per dozen.

**Calico Fantails and Telescopes**—Marvelously colored in mottled formation. An attractive fish. In small sizes 35c each; \$3.00 per dozen.

**Shubunkins**—A thoroughly hardy fish, brilliantly mottled colors, blue, red and black; white, yellow and brown. In medium sizes 25c each; \$2.00 per dozen.

**GOLDFISH BY EXPRESS COLLECT**



**MYSTERY SNAIL** (Ampullaria Cuprina). This is a giant scavenger Snail. Lays their eggs on glass above water line. Hatch in about three weeks. 2 for 25c.

**JAPANESE SNAILS.** (viviparus malleatus). From Japan comes this interesting aquatic snail. The sexes are separate in this variety. Extra large selected 35c per pair. Assorted sizes 2 for 25c. \$1.00 per dozen.

**BLACK RAMSHORN SNAILS.** (planorbis rubrum). They are prolific, spawning from October to June. Extra large size selected 2 for 20c. Assorted sizes 6 for 50c.

**RED RAMSHORN SNAILS.** (Isarora Proteus). An active worker, egg laying variety. Breeding size, 2 for 35c.

**RED AUSTRALIAN SNAILS.** 2 for 35c.

**POND SNAILS.** (Physa). Small, 6 for 25c.

**FRESH WATER CLAMS.** 2 for 25c. \$1.00 per dozen.

**BABY TURTLES.** Little fellows about two inches across, with mosaic designs on their upper and lower shells. 2 for 35c.

**SALAMANDERS OR NEWTS.** An aquarium with a collection of newts is very interesting. American Salamanders, 2 for 25c. Japanese Salamanders, 2 for 50c.

**ALL ABOVE ITEMS ARE SENT BY PARCEL POST, PREPAID**

**BABY ALLIGATORS.** \$1.50 each.

**JAPANESE SPOTTED WEATHER FISH.** 50c each; 3 for \$1.00.

**JAPANESE WEATHER FISH.** 50c each; 3 for \$1.00.

**TADPOLES** (Green Frogs). 2 for 25c; 50c per doz.

**THE ABOVE ITEMS ARE SENT BY EXPRESS COLLECT.**

**INCLUDE 25c FOR SHIPPING CANS.**

**Collection of Snails No. S-1** for the 10 to 20 gallon aquarium. A general assortment of Snails and Clams. Collection S-1, 12 for 75c Postpaid.

## COLLECTIONS

### Collection G-1

A combination of the five varieties listed, selected for the aquarium. 12 fish, including shipping can, for \$2.00.

### Collection G-2

For the 15 gallon aquarium. 18 fish, assorted as above, \$2.75.

### Collection G-3

For the 20 gallon aquarium. 25 fish, assorted as above, \$3.50.

## SHIPPING INSTRUCTIONS

Goldfish must be shipped by Express. All prices on Goldfish are shipped—you pay the charges. On orders for Goldfish listed above, except on collections, include 50c for shipping can. On large orders we loan you our regular large shipping can, same to be returned at once by express.

**Those Interested in Tropical Fish Write for Price List**

**LOVELAND GOLDFISH FARM, LOVELAND, OHIO**

# AQUARIUM NECESSITIES

**AQUARIUM ILLUMINATOR.** A lamp that is a real value to the aquarist. To really enjoy aquarium pets one must see them properly. Our aquarium lamp solves the problem. Made of heavy metal. Fits any style aquarium. Equipped with rubber suctions. Each, with tubular style bulb, \$1.25.

**AQUARIUM CEMENT.** A product that can't be beat—for constructing or mending aquariums. Ready for immediate use. Simple directions printed on can. One-pound cans, 50c.

**A NEW AQUARIUM SCRAPER OR TANK CLEANER.** Helps to keep your aquarium crystal clear. It's easy when you use this scraper—it scrapes off algae, slime, etc., like magic. Polishes the glass, without streaks; will not injure fish or plants. 35c each.

**GLASS DIP TUBES.** For removing sediment. 50c each.

**FLOATING THERMOMETERS.** Small size, 25c each; large size, 50c each.

**NEW STANDING THERMOMETERS.** Attractive, encased in glass. 3 3/4 inches high, weighted to stand on bottom of aquarium. 25c each.

**GLASS FEEDING RINGS.** Small size, 10c; large size, 15c.

**HI-BALLS**—Medicated balls, neutralize acids and impurities. Every aquarium of fishes should have one or more in it. 10c; 3 for 25c.

## FISH NETS—

No. N-1—Excellent net, small size for Tropical Fish. 10c each.

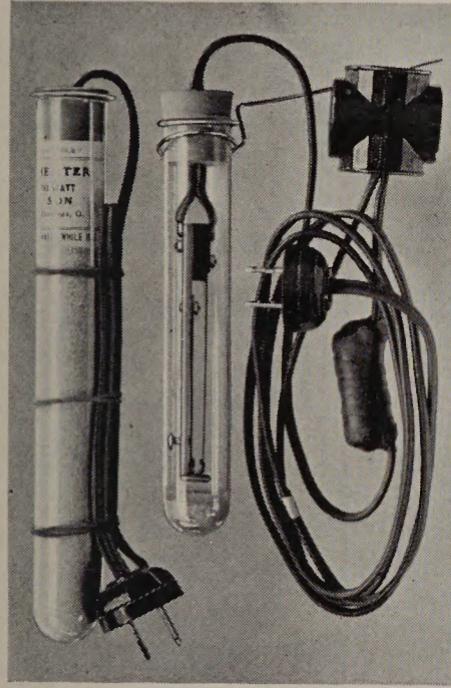
No. N-2—Large size, 4x5, with wire handle. 25c each.

No. N-3—Small size for goldfish. 10c each.

No. N-4—Large size for goldfish, with round ring 4 inches in diameter and long handle. 25c each.

**GRAVEL GUARDS**—very useful in aquaria to hold the gravel in position, leaving a "spot" on the bottom free for the unconsumed fish food and other dirt to settle. Small Size, about 8 inches, 25c; medium, 12 inches, 35c; Large, about 15 inches, 50c.

## HEATING EQUIPMENT



Deluxe Heater and Thermostat

**THE DELUXE THERMO-STAT**—are constructed of a bimetallic temperature sensitive blade and heavy silver contact points. Unit is all enclosed in a Pyrex test tube. Adjustments are easily made. Condenser is provided to absorb all radio interference. Holds accurately within one degree of the desired temperature. Will control heater capacity of 300 watts with three plug outlet. \$2.50 Postpaid.

**THE DELUXE HEATERS**—are constructed of the highest grade heater elements, and enclosed in Pyrex test tube guaranteed one year against burnouts or other material defects. Specify watt and size desired when ordering. Available in 50, 75 or 100 watt.

Heater in 8 in. tube	\$1.25.
" 10 in. tube	1.45.
" 12 in. tube	1.60.

**LOVELAND AQUARIUM THERMOSTAT.** These thermostats are the simplest and best obtainable for the price. 100 or 300 watt adjustable thermostat with three plug outlet. \$1.50 each, postpaid.

**AQUARIUM HEATERS.** This type heater, metal construction, can be used with the above thermostat in series, when it is desired to heat more than one aquarium. 25 and 40 watt. 75c each, postpaid.

**NEW AUTOMATIC WONDER HEATER.** Waterproof, adjustable, consists of 1 waterproof Heating Unit. Cannot get wet inside even if submerged. Accurate thermostat. Easily adjusted by the novice. Results in dependable constant temperature. Built-in thermometer, 40 watt size for 5 to 10 gallon aquarium. 75 watt for 10 to 25 gallon aquarium. \$2.50 each, postpaid.

## THINGS AQUATIC in the INDOORS

Aquatic life has untold values in the indoors and be it in the Home or in the Office, in the sickroom, the unusual amount of pleasure derived from an aquarium offsets what little effort must be made for the upkeep. Little difficulty is had in maintaining an Aquatic Garden once it is established.

# AQUARIA



*Magazine*

No. 06 **BLACK ENAMEL FINISH.** A fine aquarium. Absolutely dependable in quality and construction. Sturdily built, in every way, 10-gallon capacity. 10 inches wide, 10 inches high, 24 inches long. **\$4.50 Prepaid**

No. 05 Metal Frame Plated and polished, 5 gallon capacity. 15 $\frac{1}{4}$  in. long, 9 $\frac{1}{4}$  in. wide, 9 $\frac{1}{2}$  in. high. **\$2.50 Prepaid**

## DE LUXE AQUARIA

The aquaria illustrated, pages 1 and 8, are constructed of heavy gauge rustless steel, properly formed and welded. These aquaria of clear glass sides and slate bottoms, are finished in our attractive green crackler lacquer. Excellent for either aquarium or terrarium use.

**M-2**—Metal frame, slate bottom, excellent for single specimens of aquatics for observation. 6x10x8 in. high; 2 gallon capacity; **\$1.75 each Prepaid, \$15.00 dozen by express collect.**

**No. M-5** 8x14x10" high, 5-gallon, **\$2.50 Prepaid.**

**No. M-10** 10x20x12" high, 10-gallon, weight packed 10 lbs. **\$5.00 Express Collect. F. O. B.**

**No. M-15** 12x24x12" high, 15-gallon, weight packed 27 lbs. **\$7.50 Express Collect.**

Aquaria—(except M-10 and M-15 which are shipped collect) prices are Prepaid up to and including the 4th zone only.

## IF I WERE A DOCTOR,

or any other professional man, who, for hours, has to examine, interview, converse, advise, or suggest, I certainly would try to have the "Party of the Second Part" in such a frame of mind that when his time came to face me, it would be quite a pleasant experience for both of us. I believe that after hours of this contact, I, myself, would be in an irritable frame of mind, too. (I remember how I have felt sitting "on the other side" of the door, and waiting for an interview.) Magazines hold no interest, looking and studying the others in the room is taboo, and certainly has no soothing effect. Regardless of how artistically the room is arranged, it still is another "Waiting Room."

Anything pertaining to water, anything pertaining to plant life, in this waiting room, would help to convert it to a room in which there is something of interest to all. Hours can be spent in quietly beholding the beauties of Nature.